

Attachment D: Contract Requirements

Requirements of the Proposal

- 1) Develop a statewide marketing plan to:
 - a) Increase statewide awareness of the Indiana WIC program.
 - b) Increase participation of eligible women, infants and children. Currently there are 140,000 eligible women, infants and children not enrolled in WIC.
- 2) Design an Indiana WIC logo.
- 3) Create an Indiana WIC marketing and outreach theme.
- 4) Redesign current materials with the new logo and theme:
 - a) Food card
 - b) ID card
 - c) Brochure
 - d) Vendor window stickers and shelf tags
- 5) Develop/design and print a variety of Indiana WIC marketing and outreach materials and promotional items. Print items must be bilingual. It is estimated that approximately 140,000 people throughout the State are eligible but are not currently participating in the WIC program.
- 6) Develop and produce four (4) Indiana WIC marketing and outreach conference/trade-show displays.
- 7) Integrate the Indiana WIC marketing and outreach creative theme into the Indiana WIC Web page in collaboration with the WIC IT staff and in compliance with Indiana Office of Technology (IOT) standards, policies, and guidelines.
- 8) Collaborate and communicate regularly with the Indiana WIC Director and the Indiana WIC Management Staff:
 - a) Provide at least bi-weekly updates to the WIC Director and/or Management Staff
 - i) Email,
 - ii) Phone, or
 - iii) Written report.
 - b) Meet with the WIC staff at least once a month at ISDH for the first 6-12 months.
 - c) Collaborate with the WIC staff to determine additional meeting needs.
- 9) Allow the Indiana WIC Director and the Indiana WIC Management Staff to review and approve all draft materials.

10) Inform the Indiana WIC Director on the status and progress of all approved projects through completion.